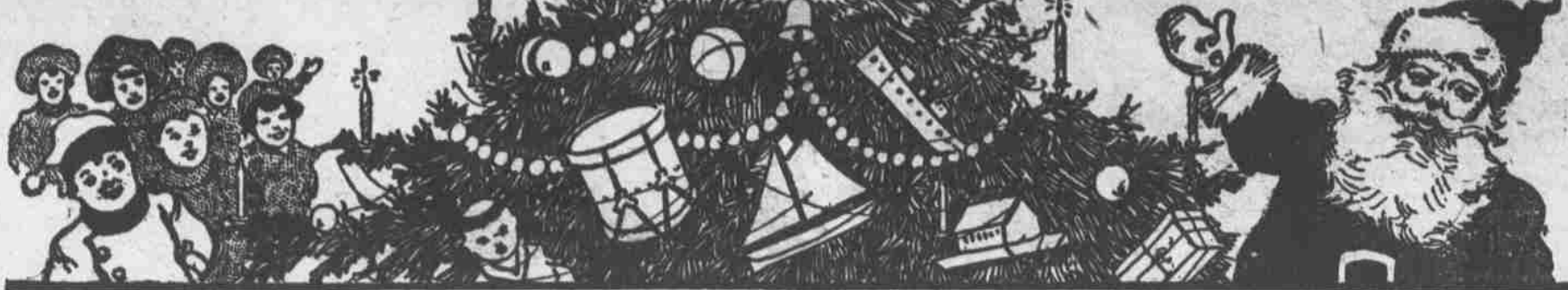


Santa's Headquarters



You can solve the problem of Christmas Gifts by visiting the Lomax Dry Goods Store

You will find Christmas presents for Father, Mother, Sister, Brother, Husband, Wife--something that is sure to please. To derive the greatest satisfaction there is in giving, one must be sure that the gift chosen is one that will give pleasure—that, whatever it is, it represents the best of its kind. Our prices are guaranteed the lowest consistent with quality of goods.

Just 9 days remain, in which to complete your Christmas shopping. Of the many suitable gifts for this occasion, we have time to suggest only a few from our big stock. Come and see them.

Men's Ties, Suspenders, Hose Supporters and Arm Bands

in
Fancy Xmas Boxes
Assortments
50c to \$1.50



Gummed Christmas Cards and Tags

a 25-cent assortment of
65 pieces
for only
10 Cents

Sweater Coats

Men's.....50c to \$3.50
Ladies'.....\$2.00 to \$4.00
Children's.....50c to \$2.00
Ladies' Hand Bags.....25c to \$4.00

Handkerchiefs

Men's.....5c to 50c
Ladies'.....5c to \$1.00
Children's.....5c to 25c
Ladies' Auto Scarfs.....50c to \$3.50
Hats and Caps for men and boys.....25c to \$3.00

Xmas Umbrellas

Men's.....75c to \$4.00
Ladies'.....75c to \$5.00
Children's.....50c to \$1.00

Linens

Table Linens, Napkins, Doilies, Scarfs.

Dress Shirts, Suspenders, Ties
Hosiery, Collars, Arm Bands
Garters, Mufflers, Fancy Vests
Shoes, Slippers
Back and Side Combs
Beads and Necklaces, Bed Spreads
Belts, Beauty Pins, Belt Pins,
Blankets, Brooches, Bed Comforts
Coin Purses, Collar Pins
Ladies' Collars, Corsets
Cuff Buttons, Cuff Pins
Lace Curtains, Pin Cushions
Ladies' Neckwear, etc.

Xmas Gloves and Mittens

Men's.....25c to \$1.00
Ladies'.....25c to \$2.00
Children's.....25c to 50c

Pillow Tops, Rugs, Suit Cases
Silk and Wool Dress Goods
Waistings, Ribbons, Laces
Sewing Machines and supplies
Knit Goods, Shawls, Toques
Gloves, Aviation Caps, Hoods
Children's Sets

Many other appropriate items
might be mentioned if space would
permit.

Do Your Xmas Shopping Early--Fewer Shoppers--Better Assortments

J. W. LOMAX & COMPANY
LACLEDE, MISSOURI
WHO ALWAYS HAVE IT FOR LESS



Holiday Greetings